

**AUTHORITATIVE  
SOURCES  
CONTINUE  
TO CONFIRM  
THE  
WIDE MARGIN  
OF SAFETY OF—  
GITALIGIN®  
(WHITE'S BRAND OF  
AMORPHOUS GITALIN)**

A digitalis preparation of choice for routine management of congestive heart failure, Gitaligin's wide therapeutic range permits rapid digitalization and successful maintenance with a minimum of toxic side reactions—even in refractory cases where other glycosides have failed.

Simple dosage equivalent: 0.5 mg. (1 tablet) of Gitaligin is approximately equivalent to 0.1 Gm. (1½ gr.) digitalis leaf, 0.5 mg. digoxin or 0.1 mg. digitoxin.

Gitaligin is supplied in 0.5 mg. tablets, deep scored for accuracy and flexibility of dosage—in bottles of 30 and 100.

**WHITE LABORATORIES, INC.,  
Kenilworth, N. J.**

**"The clinical application of the wide difference between toxic and therapeutic dose in gitalin [Gitaligin] is an important advance in the pharmacology of cardiac glycosides."**

Dimitroff, S. P.;  
Griffith, G. C.;  
Thorner, M. C., and  
Walker, J.: *Annals of  
Int. M.* 39:1189 (Dec.)  
1953.

5 out of 9 patients "did not manifest toxic symptoms even after 6 to 24 weeks at dosage levels 3 to 6 times their minimal maintenance requirement."

Weiss, A., and  
Steigmann, F.: *Amer.  
J. Med. Sc.* 227:188  
(Feb.) 1954.

**"...in the refractory cases of heart failure where desirable digitalis effect cannot be maintained without toxicity (the therapeutic range having dwindled to nothing as it tends to do in advanced heart disease), gitalin [Gitaligin] with its wider therapeutic range may still be effective when other preparations have been found wanting."**

Marriott, H. J. L.:  
Editorial, *Annals of  
Int. M.* 40:820 (April)  
1954.

**"Instead of requiring two-thirds of the toxic dose before attaining a therapeutic effect, the usual patient will respond when approximately one-third of the total toxic dose is administered."**

Batterman, R. C.;  
DeGraff, A. C., and  
Rose, O. A.: *Circulation*  
5:201 (Feb.) 1952.

in corticosteroid  
therapy...permits  
treatment of more  
patients



# METICORTEN<sup>\*</sup>

(PREDNISONE)

rarely causes edema or electrolyte side actions

up to 5 times more effective than hydrocortisone, milligram  
for milligram

better relief of pain, swelling, tenderness; diminished joint  
stiffness—in rheumatoid arthritis

excellent relief of bronchospasm, dyspnea, cough; increased  
vital capacity in asthma

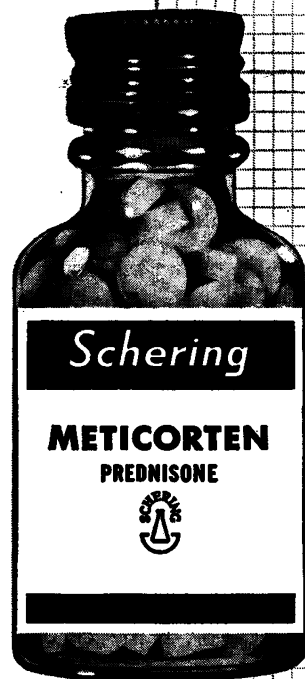
hormone benefits in respiratory allergies, inflammatory and  
allergic eye and skin disorders, collagen diseases

METICORTEN is available as 1 mg., 2.5 mg. and 5 mg. tablets, and as  
2.5 mg. and 5 mg. capsules.

METICORTEN,<sup>\*</sup> brand of prednisone.

<sup>\*</sup>T.M.

*Schering*

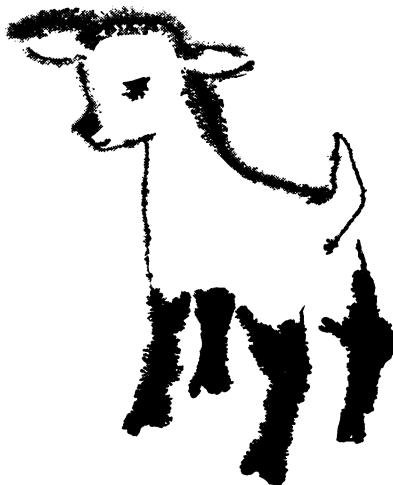


MC-J-17-386

# Gentle

is the word  
for Noludar

Mild, yet positive in  
action, Noludar 'Roche'  
is especially suited  
for the tense patient  
who needs to relax and  
remain clear-headed—  
or for the insomniac  
who wants a refreshing  
night's sleep without  
hangover. Not a  
barbiturate, not habit-  
forming. Tablets,  
50 and 200 mg; elixir,  
50 mg per teasp.



Noludar® brand of methyprylon  
(3,3-diethyl-5-methyl-  
2,4-piperidinedione)



Original Research in  
Medicine and Chemistry



a "judicious combination..."

for antiarthritic therapy

# **SALCORT\***

That cortisone and the salicylates have a complementary action has been well established.<sup>1-5</sup> In rheumatic conditions, functional improvement and a sense of feeling well are noted early. No withdrawal reactions have been reported.

One clinician states: "By a judicious combination of the two agents . . . it has been possible to bring about a much more favorable reaction in arthritis than with either alone. Salicylate potentiates the greatly reduced amount of cortisone present so that its full effect is brought out without evoking undesirable side reactions."<sup>1</sup>

## **INDICATIONS:**

Rheumatoid arthritis . . . Rheumatoid spondylitis . . . Rheumatic fever . . . Bursitis . . . Still's disease . . . Neuromuscular affections

## **EACH TABLET CONTAINS:**

Cortisone acetate . . . . . 2.5 mg.  
Sodium salicylate . . . . . 0.3 Gm.  
Aluminum hydroxide gel, dried . 0.12 Gm.  
Calcium ascorbate . . . . . 60 mg.  
(equivalent to 50 mg. ascorbic acid)  
Calcium carbonate . . . . . 60 mg.



U.S. Pat. 2,691,662

**BRISTOL, TENNESSEE**

**NEW YORK**

**KANSAS CITY**

**SAN FRANCISCO**

1. Busse, E.A.: Treatment of Rheumatoid Arthritis by a Combination of Cortisone and Salicylates. *Clinical Med.* 11:1105 (Nov., 1955).
2. Roskam, J., VanCawenberge, H.: Abst. in *J.A.M.A.*, 151:248 (1953).
3. Coventry, M.D.: Proc. Staff Meet., Mayo Clinic, 29:60 (1954).
4. Holt, K.S., et al.: *Lancet*, 2:1144 (1954).
5. Spies, T.D., et al.: *J.A.M.A.*, 159:645 (Oct. 15, 1955).

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**The S. E. Massengill company**

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# for your asthmatics...

effective, safe

bronchodilation and sedation

rapid relief

unique base melts promptly after  
insertion... does not inactivate  
aminophylline... releases full thera-  
peutic dose for quick bronchorelax-  
ant and calming action

## AMINET®

AMINOPHYLLINE WITH PENTOBARBITAL

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DIVISION

suppositories

exclusive nonreactive base

safer control

avoids gastric upsets of oral amino-  
phylline... cardiovascular effects of  
adrenergics that preclude their pro-  
longed use

Prescribe in boxes of 12: Full Strength  
*Aminet* Suppositories—aminophylline  
0.3 Gm. ( $\frac{3}{8}$  gr.), sodium pentobarbital  
0.1 Gm. ( $\frac{1}{8}$  gr.), benzocaine 0.10 Gm.  
(1 1/2 gr.). Also available: Half Strength  
*Aminet* and Plain Aminophylline  
Suppositories.

AMES COMPANY, INC., ELKHART, INDIANA

*high antibacterial and antifungal potency*



# STEROSAN®

CREAM AND OINTMENT

(brand of chlorquinaldol)

*in skin infections due to fungi and gram-positive organisms*

A new iodine-free oxyquinoline derivative, STEROSAN has shown favorable results in controlled comparison with other recognized anti-infective medications.\*

Of value in virtually all infections due to fungi and gram-positive cocci, STEROSAN is especially indicated in

*Dermatophytosis Folliculitis Furunculosis Impetigo contagiosa  
Impetiginized eczema Infected dermatitides Infected seborrhea Pyoderma Sycosis*

The bacteriostatic and fungistatic action of STEROSAN is not hampered by heavy bacterial concentration, pus or organic debris. Sensitization to STEROSAN has not been observed, and primary irritation has been seen only in rare instances.

STEROSAN® (brand of chlorquinaldol) Cream and Ointment, tubes of 30 Gm.

\*Tränklein, A. F. J. Invest. Dermat. 13:119, 1949.



**GEIGY PHARMACEUTICALS**  
Division of Geigy Chemical Corporation  
220 Church Street, New York 13, N. Y.

54098

no  
nicer way to . . . . . get well



# SUSPENSION Chloromycetin<sup>®</sup> PALMITATE

pleasant-tasting CHLOROMYCETIN for pediatric use

When a youngster's condition calls for CHLOROMYCETIN (chloramphenicol, Parke-Davis) you can make the treatment pleasant by prescribing SUSPENSION CHLOROMYCETIN PALMITATE. Because children like the taste of this custard-flavored suspension, missed doses and spilled doses are avoided. Each teaspoonful is willingly taken . . . and swallowed.

Precise adjustment of dosage, as directed, is made easier for the child's mother with SUSPENSION CHLOROMYCETIN PALMITATE.

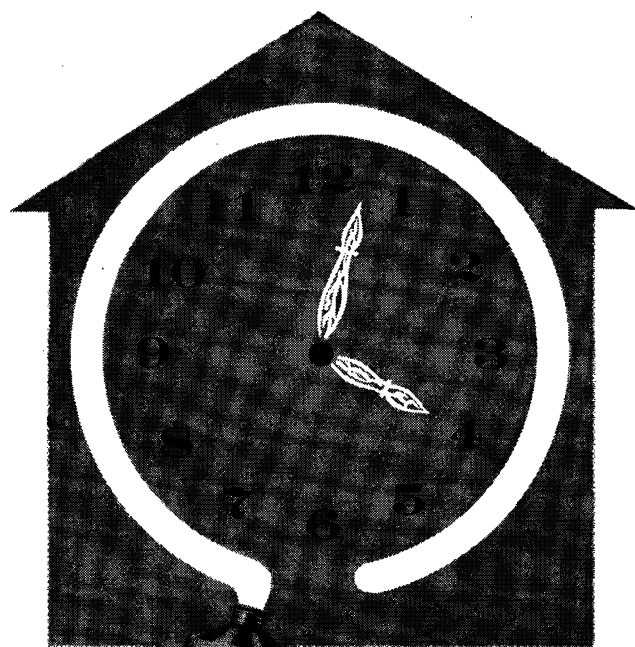
The fact that it needs no refrigeration is an added convenience.

CHLOROMYCETIN is a potent therapeutic agent and, because certain blood dyscrasias have been associated with its administration, it should not be used indiscriminately or for minor infections. Furthermore, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

**supplied:** SUSPENSION CHLOROMYCETIN PALMITATE, containing the equivalent of 125 mg. of CHLOROMYCETIN per 4 cc., is available in 60-cc. vials.



PARKE, DAVIS & COMPANY DETROIT, MICHIGAN



*the  
soothing,  
protective,  
healing<sup>1-4</sup>  
influence  
of*

# DESITIN<sup>®</sup> OINTMENT

*is persistent*

because it adheres longer to the skin areas being treated . . . does not liquefy or crumble at body temperature, nor is it decomposed by secretions, perspiration, exudate, urine, or excrement.

Non-sensitizing, non-irritant Desitin Ointment . . . rich in cod liver oil . . . has proven clinically dependable for over a quarter century in . . . **diaper rash • eczemas**

**intertrigo • wounds** (especially slow healing)  
**external ulcers • perianal dermatitis**

Tubes of 1 oz.,  
2 oz., 4 oz.,  
and 1 lb. jars.



**samples** and reprints available from

**DESITIN CHEMICAL COMPANY • 70 SHIP STREET  
PROVIDENCE 2, R. I.**

1. Grayzel, H. G., Heimer, C. B., and Grayzel, R. W.: New York St. J. M. 53:2233, 1953.
2. Heimer, C. B., Grayzel, H. G., and Kramer, B.: Archives of Pediatrics 68:382, 1951.
3. Behrman, H. T., Combes, F. C., Bobroff, A., and Leviticus, R.: Ind. Med. & Surg. 18:512, 1949.
4. Turell, R.: New York St. J. M. 50:2282, 1950.

# Kolantyl

## + diet



## = sound ulcer therapy

**provides prolonged relief of ulcer pain.<sup>1</sup>**

*Kolantyl: 1. Neutralizes acid, 2. Inhibits pepsin, 3. Relieves hypermotility and spasm through musculotropic action, 4. Relieves spasm through neurotropic action, 5. Forms protecting demulcent, 6. Inhibits lysozyme.*

This combination of ulcer-combating ingredients in pleasant-tasting KOLANTYL Gel, or convenient tablets, makes rational its use as the medication of choice in peptic ulcer therapy.

### Rx Information

## Kolantyl

#### Gel and Tablets

#### Action:

*Bentyl*\* content affords spasmolysis and parasympathetic-depressant actions without the side effects of atropine.

#### Rapid, Prolonged Antacid Relief

... Balanced antacids — no laxation — no constipation

#### Proven Demulcent Action...

Helps protect normal cells, encourages cellular repair

*Anti-enzyme Action...* Necrotic pepsin and lysozyme action checked

#### Composition:

Each 10 cc. of KOLANTYL Gel or each KOLANTYL tablet contains:

Bentyl Hydrochloride.....5 mg.  
Aluminum  
Hydroxide Gel .....400 mg.  
Magnesium Oxide .....200 mg.  
Sodium Lauryl Sulfate...25 mg.  
Methylcellulose .....100 mg.

#### Dosage:

Gel — 2 to 4 teaspoonfuls every three hours, or as needed. Tablets — 2 tablets (chewed for

more rapid action) every three hours, or as needed.

#### Supplied:

Gel — 12 oz. bottles. Tablets — bottles of 100 and 1,000.

1. Johnston, R.L.: J. Indiana St. M.A. 46:869, 1953. 2. McHardy, G., and Browne, D.: Southern M. J. 45:1139, 1952.

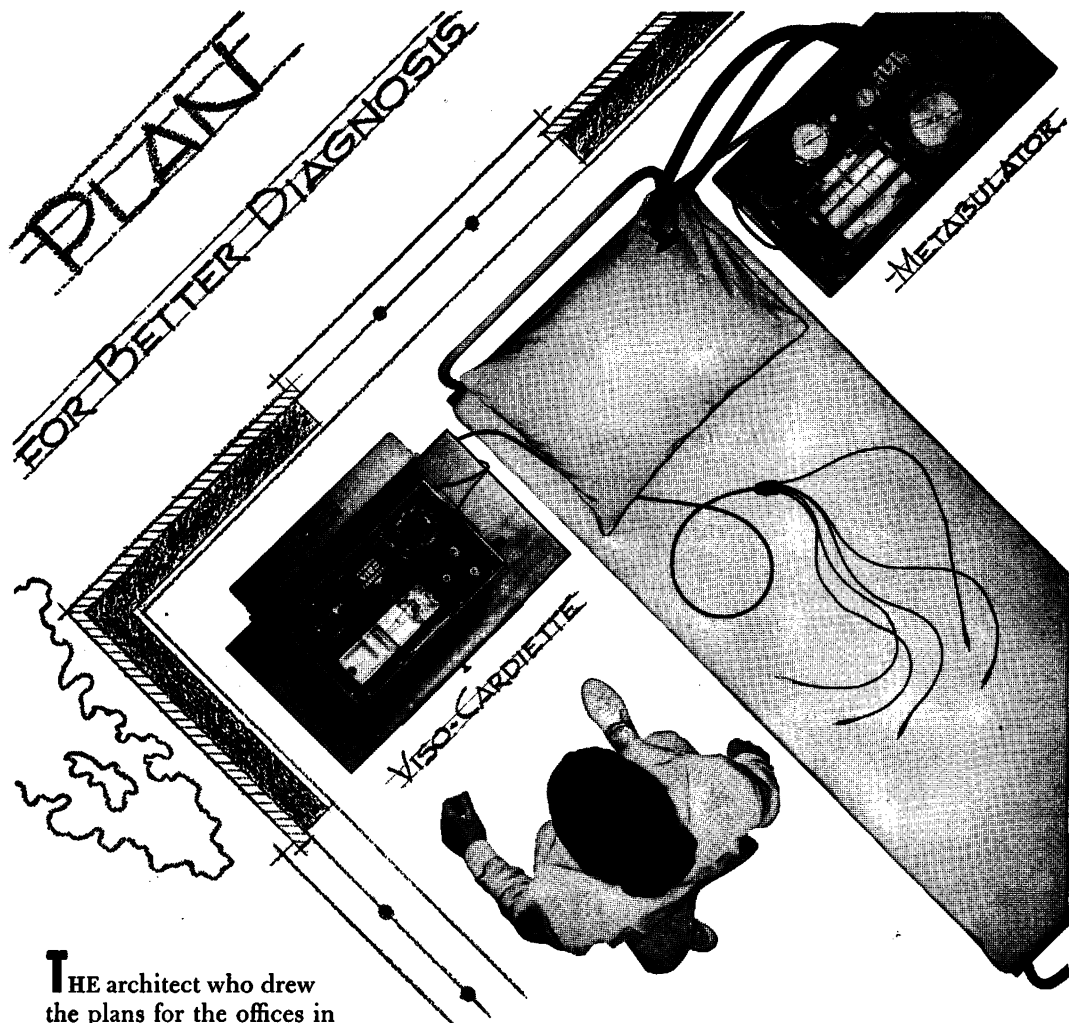
\*Merrell's distinctive antispasmodic that is more effective than atropine—free from side effects of atropine.<sup>2</sup>

THE WM. S. MERRELL COMPANY  
New York • CINCINNATI • St. Thomas, Ontario



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for Over 125 Years*





**T**HE architect who drew the plans for the offices in which you are located was not *completely* concerned with how the tenant would make use of the space.

That, of course, was left to *your* planning, and only you know enough of the "anatomy" of your practice to decide which furnishings and instruments are needed.

When electrocardiographs and/or metabolism testers are considered as examining aids, their inclusion in the specifications of a plan to build for better diagnosis is an important decision.

To help you determine the value of these instruments, we will gladly arrange for you to include either or both of them in your "floor plan" during a *no-obligation-to-you* trial period. This will give you an opportunity to judge them from your own point of view before the final "blueprint" is drawn and purchase is made.

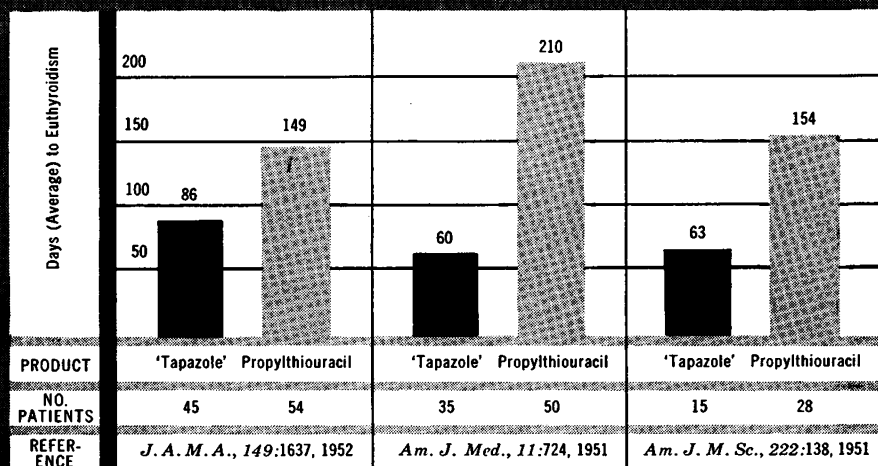
When you plan with Sanborn you receive extra benefits that can come only from a direct-to-user policy. The interest in and responsibility towards you as the user is with Sanborn Company instead of an intermediate source.

*Write for descriptive literature  
on the Viso-Cardiette  
and/or Metabulator*

**SANBORN COMPANY**

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# 'Tapazole'

(METHIMAZOLE, LILLY)

*"... by far the most rapidly acting antithyroid compound with which we have had experience."\**

'Tapazole' is of benefit in all types of hyperthyroidism—as an aid in preoperative preparation and as medical treat-

\*J. Clin. Endocrinol., 14:948, 1954.

ment in those patients in whom thyroidectomy is contraindicated.

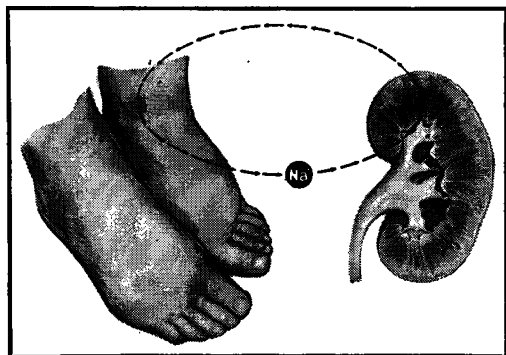
Available as 5-mg. and 10-mg. scored tablets in bottles of 100 and 1,000.

ELI LILLY AND COMPANY • INDIANAPOLIS 6, INDIANA, U. S. A.

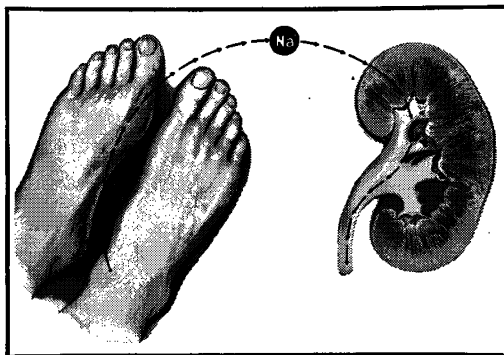
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# New Orally Effective Diuretic for Congestive Edema

*Best results are obtained when Mictine is administered with meals on an interrupted dosage schedule.*



WITHOUT MICTINE — Prior to diuretic therapy excessive sodium and water are characteristically retained in the edematous patient.



WITH MICTINE — Inhibition of the reabsorption of sodium ion leads to an increased excretion of sodium ion, water and chloride.

An effective diuretic has been described as one which causes excretion of water, sodium and chloride in amounts sufficient to reduce the edema but not to result in salt depletion.

Mictine (brand of aminometradine), introduces to clinical practice an *improved* diuretic which not only meets the standard qualifications but has these seven additional advantages:

Mictine is orally effective; it is not a mercurial; it has no known contraindications; it does not upset the acid-base balance; it exerts no significant influence on electrolyte balance; it may be given in the presence of renal or hepatic diseases; it is well tolerated.

As with most effective therapeutic agents, in high dosage Mictine may cause some side effects in some patients; however, on three tablets daily side effects (anorexia and nausea, rarely vomiting,

\*Trademark of G. D. Searle & Co.

diarrhea or headache) are minimal or absent.

Clinically, Mictine is useful in the maintenance of an edema-free state in all patients and for initial and continuing diuresis in mild or moderate congestive failure. It is not intended for initial diuresis in severe congestive failure unless either sensitivity or tolerance to other diuretics has developed in the patient.

The maintenance dosage of Mictine, as well as for initial diuresis in mild or moderate congestive heart failure, is one to four 200-mg. tablets daily in divided doses; the dosage for initial diuresis in severe congestive failure, under the conditions already described, is four to six tablets daily. For either use, it is recommended that Mictine be prescribed with meals on interrupted dosage schedules; that is, prescribing Mictine on alternate days or for three consecutive days and omitting it the next four days.

Descriptive literature and clinical trial packages are available on request to . . .

**SEARLE**

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anti-edema, anti-inflammatory

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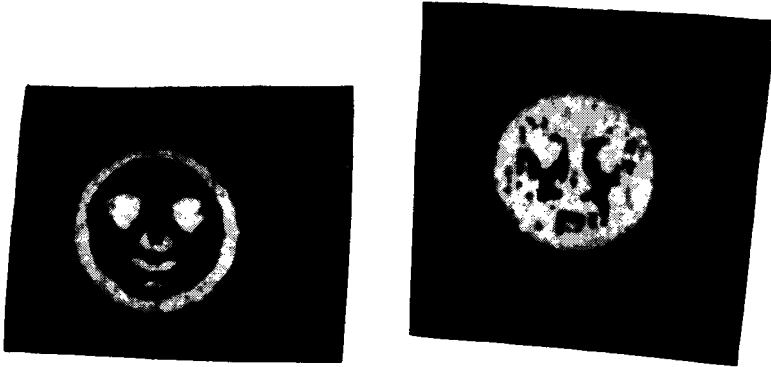
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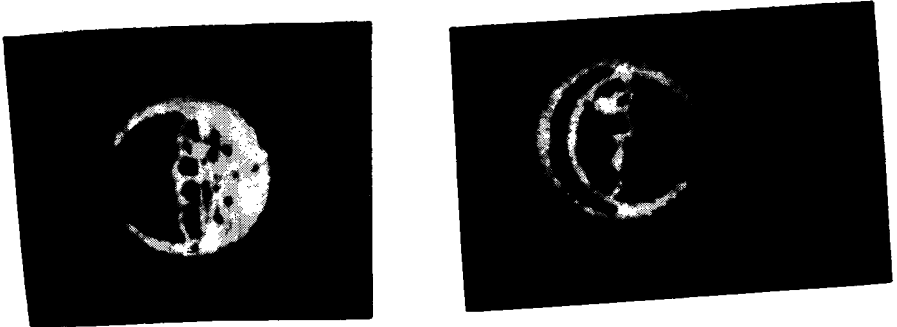
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THE NATIONAL DRUG COMPANY PHILADELPHIA 44, PA.



relieves peptic ulcer



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CHOLINOLYTIC

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normacid gastric action  
normalizes G.I. tonus and motility  
prolongs remissions, curbs recurrences  
virtually free from "anticholinergic" side effects

1 tablet t.i.d. before meals and 1 or 2 tablets at bedtime. PIPTAL is the only brand of N-ethyl-3-piperidyl-benzilate methobromide.

 LAKESIDE





# ACHROMYCIN\*

Tetracycline Lederle

## In the treatment of respiratory infections


January and his associates<sup>1</sup> have written on the use of tetracycline (ACHROMYCIN) to treat 118 patients having various infections, most of them respiratory, including acute pharyngitis and tonsillitis, otitis media, sinusitis, acute and chronic bronchitis, asthmatic bronchitis, bronchiectasis, bronchial pneumonia, and lobar pneumonia. Response was judged good or satisfactory in more than 84% of the total cases.

Each month there are more and more reports like this in the literature, documenting the great worth and versatility of ACHROMYCIN. This antibiotic is unsurpassed in range of effectiveness. It provides rapid penetration, prompt control. Side effects, if any, are usually negligible.

No matter what your field or specialty, ACHROMYCIN can be of service to you. For your convenience and the patient's comfort, Lederle offers a *full* line of dosage forms, including

### ACHROMYCIN SF

ACHROMYCIN with STRESS FORMULA VITAMINS. Attacks the infection—defends the patient—hastens normal recovery. For severe or prolonged illness. Stress formula as suggested by the National Research Council. Offered in Capsules of 250 mg. and in an Oral Suspension, 125 mg. per 5 cc. teaspoonful.

 For more rapid and complete absorption. Offered only by Lederle!

<sup>1</sup>January, H. L. et al: Clinical experience with tetracycline. *Antibiotics Annual* 1954-55, p. 825.



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AMERICAN CYANAMID COMPANY  
PEARL RIVER, NEW YORK

\*REG. U.S. PAT. OFF.

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WHO SUFFERS  
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natural, oral  
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*For acidosis due to anesthesia — edema*



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**Counter-Acts**

### ANTI-BIOTIC REACTIONS

. . . . KALAK is a non-laxative, alkaline diuretic buffer — side reactions from aureomycin — terramycin — sulfas — penicillin are reduced through the use of KALAK — KALAK contains only those salts **NORMALLY** present in plasma. . . . **IT IS BASIC!**

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*For acidosis due to nausea — in nephritis*

**Upjohn**

Relax  
the nervous,  
tense,  
emotionally unstable:

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# Reserpoid

(Pure crystalline alkaloid)

TRADEMARK FOR THE UPJOHN BRAND OF RESERPINE

*Each tablet contains:*

Reserpine ..... 0.1 mg.  
or 0.25 mg.  
or 1.0 mg.  
or 4.0 mg.

*The elixir contains:*

Reserpine ..... 0.25 mg.  
per 5 cc. teaspoonful

*Supplied:*

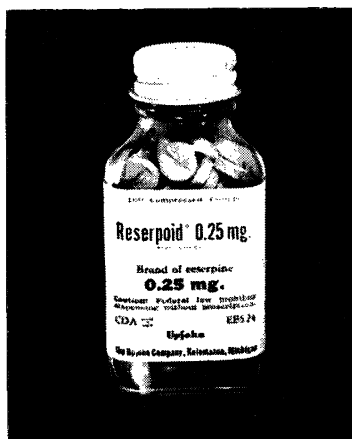
Scored tablets

0.1 and 0.25 mg. in bottles of  
100 and 500

1.0 and 4.0 mg. in bottles of 100

Elixir in pint bottles

The Upjohn Company, Kalamazoo, Michigan



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**Macy's is accurate.** Our Prescription Department is a modern, sanitary laboratory, staffed by competent pharmacists. All of our completed prescriptions are carefully checked by supervising pharmacists. Our stock of ingredients is wide and reliable; it includes not only standard drugs, but also new and scarce products. And our prices are low.

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*"It makes sense..."*

**Veratrite is a good prescription in hypertension."**

Physicians depend upon Veratrite in treating hypertension because—through the years—this combination has produced gratifying results in the widest range of patients.

Veratrite contains cryptenamine—a newly isolated alkaloid fraction that dependably lowers blood pressure without serious side effects. The formulation combines central-acting and local-acting agents to combat vasospasm.

You will find that Veratrite saves the patient  $\frac{1}{2}$  the cost of medication in long-term management of hypertension. In fact, the most economical prescription you can write is

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Each Veratrite tabule supplies:

Criptenamine 40 C.S.R. \* Units  
(as tannate salt)

Sodium Nitrite 1 gr.

Phenobarbital  $\frac{1}{4}$  gr.

\*Carotid Sinus Reflex

Bottles of 100, 500 and 1000 tabules

**IRWIN, NEISLER & COMPANY**  
DECATUR, ILLINOIS

**pronounced**  
**MUSCLE-RELAXING ACTION**

# EQUANIL

MEPROBAMATE

*(Chemical 1-11 propyl-1,3-diphenylacetamide)*

U.S. Pat. 2,826,400; 2,826,401; 2,826,402

For significant relief in myositis, osteoarthritis, backstrain, and related conditions marked by:

- *Muscle spasm*
- *Stiffness and tenderness*
- *Restriction of motion*
- *Pain*

As a superior muscle-relaxant, EQUANIL offers predictable action and full effectiveness on oral administration. It does not disturb autonomic function and is relatively free from gastric and other significant side-effects. Its anti-anxiety property provides important correlative value.

Usual dosage: 1 tablet t.i.d. The dose may be adjusted either up or down, according to the clinical response of the patient.

Supplied: Tablets, 400 mg., bottles of 50.



Philadelphia 1, Pa.

anti-anxiety factor  
 with muscle-relaxing action  
relieves tension





## Personalize Arthritis Therapy with Steroids plus **BUFFERIN®**

Exploit fully the use of salicylates in arthritis—give steroids in minimal doses—combine salicylates with corticosteroids for additive antiarthritic effect—this is the program Spies<sup>1</sup> advocates in a recent article in the *Journal of the American Medical Association*.

Treatment of rheumatoid arthritis demands a "highly individualized program," Spies<sup>1</sup> writes. The additive action of salicylates permits use of smaller amounts of hormones, thus lessening or eliminating their well-known side effects. "A proper mixture of salicylates and corticosteroids produces an effective antirheumatic agent in many cases."<sup>2</sup>

Suit your treatment to your individual arthritic patient. Use the hormone you prefer, in the dosage

you think best, but for better results combine it with **BUFFERIN**, the salicylate proved to be better tolerated by arthritics.<sup>2</sup>

**BUFFERIN** contains no sodium, a marked advantage when cardiorenal complications make a salt-restricted diet necessary.

Each **BUFFERIN** tablet contains 5 grains of acetylsalicylic acid and the antacids magnesium carbonate and aluminum glycinate.

#### REFERENCES:

1. J.A.M.A. 159:645 (Oct. 15) 1955.
2. J.A.M.A. 158:386 (June 4) 1955.



**BRISTOL-MYERS CO., 19 West 50 Street, New York 20, N. Y.**

# Depropanex.

DEPROTEINATED PANCREATIC EXTRACT

*relieves vasospasm, restores activity*

**MAJOR ADVANTAGES:** Relieves pain by relieving spasm.  
Acts directly on smooth muscle. Non-narcotic. Nontoxic.<sup>1</sup>



In intermittent claudication associated with occlusive arterial disease, continuing treatment with DEPROPANEX prolongs the claudication time to an average of more than three times that of the control tests<sup>1</sup>—may markedly increase walking distance.

DEPROPANEX helps relieve pain of renal and biliary colic, and ureteral spasm. Postoperatively, it controls paralytic ileus.

*Supplied:* in 10-cc. and 30-cc. rubber-capped vials. Dosage schedules in package circular.

**REFERENCES:** 1. Am. Heart J. 18:425, 1939.



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DIVISION OF MERCK & CO., INC.

# Quadrinal

*for chronic asthma*

QUADRINAL is given to the asthmatic to make the day more pleasant, lengthen the interval between paroxysms and abort recurring attacks. Vital capacity is increased, breathing and expectoration are easier, and the patient feels more relaxed and comfortable.

Each QUADRINAL tablet contains ephedrine hydrochloride and phenobarbital,  $\frac{3}{8}$  gr. each, Phyllicin (theophylline calc. sal.) 2 grs. and potassium iodide 5 grs.

Dose:  $\frac{1}{2}$  to 1 tablet every 3 or 4 hours.

Quadrinal, Phyllicin®, products of E. Bilhuber, Inc.

**BILHUBER-KNOLL CORP.** *distributor*

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NEW JERSEY**

## CHARLES B. TOWNS HOSPITAL *Established 1901*

**FOR THE TREATMENT OF ALCOHOLISM**

**NARCOTIC AND BARBITURATE**

**ADDICTIONS EXCLUSIVELY**

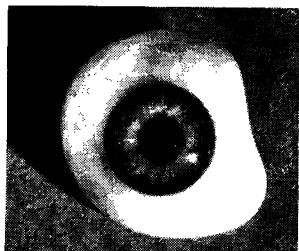
Complete Medical & Psychiatric Treatment at predetermined cost. Privacy of patient is assured—if desired.

Literature on Request

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**Satisfaction  
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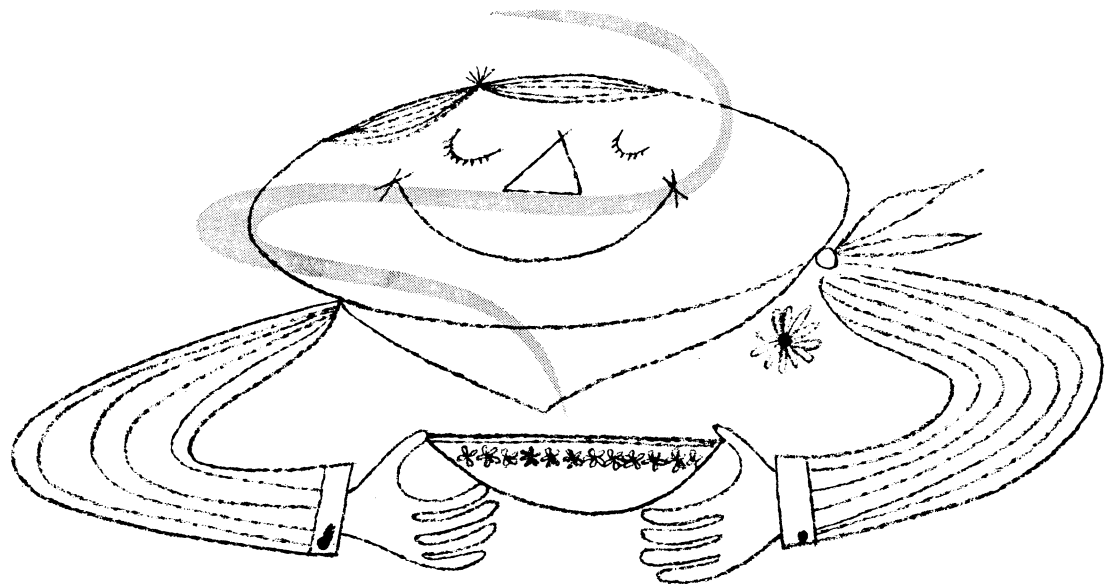
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## salt-free needn't mean flavor-free

DIASAL is enthusiastically endorsed by low-salt dieters for the zest and flavor it gives to pallid, sodium-restricted meals. So closely does it match the appearance, texture and taste of table salt that patient adherence to your diet instructions is virtually assured.

DIASAL contains only potassium chloride, glutamic acid and inert ingredients...no sodium, lithium, or ammonium. It may be used safely for extended periods, both at the table and in cooking. Because of its potassium, DIASAL may be a valuable prophylactic against potassium depletion.

# DIASAL<sup>®</sup>

**packaging:** available in 2-ounce shakers and 8-ounce bottles.  
Send for liberal supplies of tasting samples and low-sodium diet sheets for your patients.



**FOUGERA**

**E. FOUGERA & COMPANY, INC.**  
75 Varick Street, New York 13, N. Y.



**ISOLATE  
THE  
ULCER!**

Since the ulcer patient usually can not get away from it all, prescribe MONODRAL with MEBARAL to more effectively isolate the ulcer from the patient physiologically.

MONODRAL with MEBARAL controls hyperacidity by a proved superior antisecretory action. Controls hyperirritability and hypermotility of the upper gastro-intestinal tract, relieves pylorospasm.

Induces a serenity of mind without affecting mental alertness, softens the emotional impact of environmental stimuli.

Controls the psychovisceral component of peptic ulcer; lessens gastro-intestinal tension by diminishing reflex motor irritability.

MONODRAL with MEBARAL Tablets, 1 or 2 tablets three or four times daily; each tablet containing 5 mg. MONODRAL bromide and 32 mg. MEBARAL. Bottles of 100 tablets.

*Winthrop*

New York

# MONODRAL<sup>®</sup> with MEBARAL<sup>®</sup>

FOR COMPLETE CONTROL  
*of peptic ulcer*

Monodral (brand of penthienate) and Mebaral (brand of mephobarbital), trademarks reg. U.S. Pat. Off.

*Lift the depressed patient up to normal  
without fear of overstimulation . . .*

with new

# Ritalin®

A HAPPY MEDIUM  
IN PSYCHOMOTOR  
STIMULATION

- *Boosts the spirits, relieves physical fatigue and mental depression . . . yet has no appreciable effect on blood pressure, pulse rate or appetite.*

Ritalin is a mild, safer central-nervous-system stimulant which gently improves mood, relieves psychogenic fatigue "without let-down or jitters . . ."<sup>1</sup> and counteracts over-sedation caused by barbiturates, chlorpromazine, rauwolfia, and antihistamines.

Ritalin is "a more effective and less over-reactive drug than amphetamine or its derivatives."<sup>2</sup> It does not produce the "palpitation, nervousness, jitteriness, or undue pressure in the chest area . . . so frequently mentioned by patients on [dextro-amphetamine sulfate]."<sup>3</sup>

Dosage: 5 to 20 mg. b.i.d. or t.i.d.,  
adjusted to the individual.

RITALIN® hydrochloride  
(methyl-phenidylacetate  
hydrochloride CIBA)

**References:** 1. Pocock, D. G.:  
Personal communication.  
2. Harding, C. W.: Personal  
communication. 3. Hollander,  
W. M.: Personal communi-  
cation.

**Supplied:** Tablets, 5 mg.  
(yellow) and 10 mg. (blue);  
bottles of 100, 500 and 1000.  
Tablets, 20 mg. (peach-  
colored); bottles of 100  
and 1000.

**because  
your allergic patients  
need a lift  
a new Rx...**

# Plimasin®

(tripelennamine hydrochloride and methyl-phenidylacetate CIBA)

*new, mild stimulant  
and antihistamine*

**boost their spirits... relieve their allergic symptoms**

So often the allergic patient is tired, irritable, depressed—mentally and physically debilitated. Frequently, antihistaminic agents themselves are sedative, adding to this already fatigued and disconsolate state.

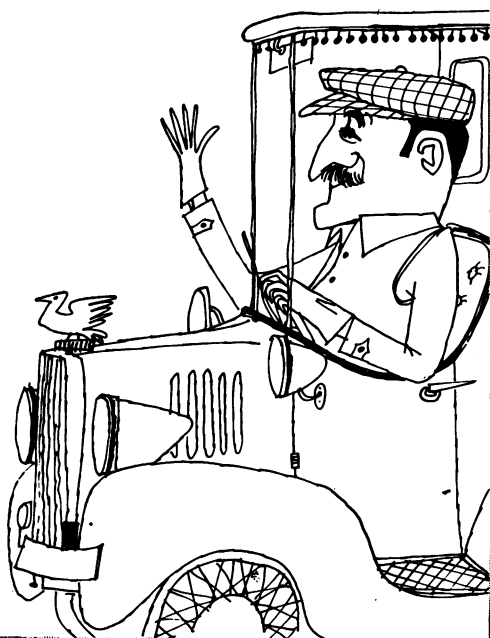
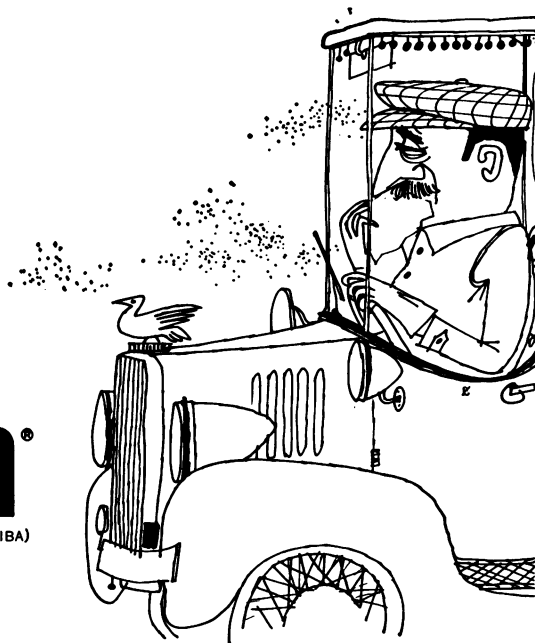
Plimasin, because it combines a proved antihistamine with a new, mild psychomotor stimulant, overcomes depression and fatigue while it achieves *potent* antiallergic effects. Its new stimulant component—Ritalin—is totally different from amphetamine: smoother, gentler in action, devoid of pressor effect.

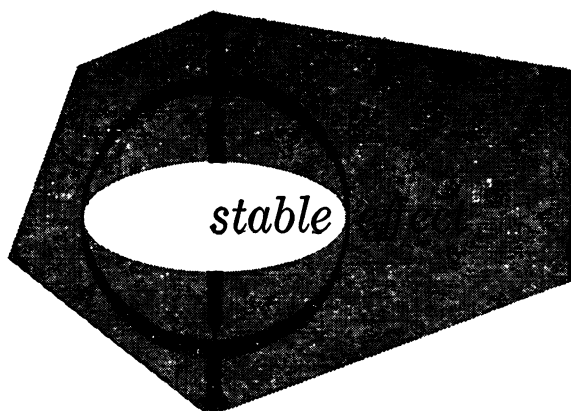
**DOSAGE:** *One or 2 tablets as required.*

Each Plimasin tablet contains 25 mg. Pyribenzamine® hydrochloride (tripelennamine hydrochloride CIBA) and 5.0 mg. Ritalin® (methyl-phenidylacetate CIBA).

**C I B A** SUMMIT, N. J.

2/2191M





# RAUDIXIN

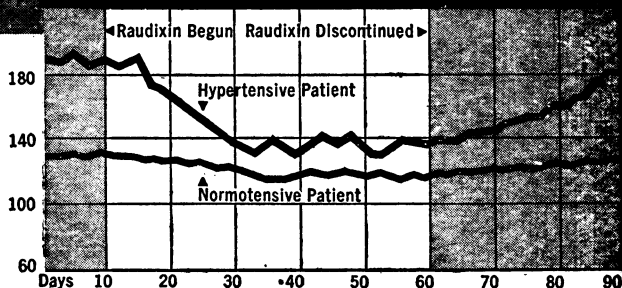
in anxiety and tension states . . .

in hypertension . . .

**DOSAGE:** 100 mg. b.i.d. initially; may be adjusted within a range of 50 mg. to 500 mg. daily. Most patients can be adequately maintained on 100 mg. to 200 mg. daily.

**SUPPLY:** 50 mg. and 100 mg. tablets, bottles of 100, 1000 and 5000.

Comparative effect of Raudixin on the blood pressure of hypertensive patient and normotensive patient.



The hypotensive action of Raudixin is selective for the hypertensive state. For this reason, Raudixin does not significantly affect the blood pressure of normotensive patients.

**SQUIBB**

\*RAUDIXIN® IS A SQUIBB TRADEMARK